**Rubric for Undergraduate Certificate Proposal Review**

**Name of proposed certificate:  
Review the proposal and provide a score of 1 (inadequate), 2 (adequate), 3 (good) and 4 (excellent) for each of the following categories:**

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| **Criteria** | **Score and Comments** |
| **A. Certificate Description (V)\*:**  1. Description clearly identifies areas of intellectual exploration, key questions/concepts to address, and skills to be developed/enriched.  2. Proposal highlights several opportunities available for students to apply knowledge and skills learned. |  |
| **B. Purpose (VI):** 1. Proposal has a clear primary intent and provides supporting evidence. |  |
| **C. Target Audience(s) (VII):**  1. Proposal clearly defines the target audience(s), their needs, and how the certificate addresses those needs.  2. Proposal provides documented (non-anecdotal) evidence of input from students and/or employers with whom the proposing department(s) are working to develop the certificate. |  |
| **D. Certificate Requirements (VIII):**  1. Required coursework clearly aligns with the stated primary intent of the proposal.  2. Curriculum provides students with the breadth and depth of knowledge needed to understand key concepts.  3. Requirements are substantive and have appropriate level of rigor. |  |
| **E. Student Learning Outcomes and Assessment (X):** 1. Outcomes are clearly stated and identify the intended knowledge, understanding, and skills that students are expected to acquire.  2. Outcomes are aligned with the certificate’s primary intent.  3. Provided a detailed curricular map linking student outcomes to specific courses and class activities.  Consider the following:   * Outcomes and associated activities should be appropriate, measurable, and manageable. * There should be a plan for assessing student outcomes (i.e., pre- and post-assessments, and frequency). |  |
| **F. Certificate Outcomes and Assessment (XI):** 1.Clearly identified factors that indicate certificate completion enhances the undergraduate experience.  2. Described measures for programmatic assessment.  3. Provided detailed plan for assessing certificate outcomes . |  |
| **G. Certificate Demand (XII):**  Demonstrated demand for the certificate in any of the following ways:  External:   * Included a market analysis demonstrating a marketplace need for the certificate. * Provided supporting documentation from industry or community and regional partners demonstrating need for this certificate.   Internal:   * Provided justifiable anticipated student enrollment numbers and clearly explained source of data (course enrollment trends, etc.) * Presented tangible evidence of student demand (student survey data, course enrollment evidence, alumni feedback). |  |
| **H. Expected Faculty and Resource Requirements:** 1. Offering department(s) has sufficient faculty to deliver the curriculum for the certificate. An oversight committee is identified, consisting of a minimum of 3 members, 2 of which are faculty and at least one of the two is participating faculty in the certificate program.  3. Majority of courses will be regularly offered.  4. There is evidence that the resources required to deliver the certificate will not negatively affect other existing programs offered by the proposing department(s).  5. Department(s) has allocated resources to market the program and has provided a robust marketing plan.  6. Budget documents are complete. | .  - |

\*Indicates the Undergraduate Certificate –Request Form Sections to which the rubric refers.